

Historic, Archive Document

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62-67

10420

STRETCH - Your Planting Season !!!

USE THESE SPECIALLY PREPARED

potted perennials

Last fall we anticipated the fact that many would be unable to complete their plantings in early spring. To make material available for planting right through until June 15, quantities of perennials were specially prepared in pots then and developed through the winter. They are now rugged plants that will transport with complete safety and will grow with complete success after they are planted. You can look forward to maximum results from them in this first season. Don't let this opportunity to fill your planting schedule get by. ORDER NOW.

Have you lacked the time to plant everything you had in mind? Are there some items you have overlooked?

THEN DON'T FAIL TO GIVE THESE YOUR
CONSIDERATION NOW!!

cash discounts

2% up to \$10.00; 5% from \$10.00 to \$25.00; 7% on \$25.00 or more.

THE JOSEPH F. MARTIN CO.

GROWERS OF FINE PERENNIALS
PAINESVILLE, OHIO



BE ALERT -

CHECKING THESE THOROUGHLY INSURES
COMPLETING YOUR PLANTINGS WISELY

ANEMONES

The Better Japonica Types

		Per 10	Per 100
ALBA - white flowers.	3" Pots	\$1.50	\$10.00
KRIEMHILDE - double pink.	3" Pots	1.50	10.00
RUBRA - rosy red flowers.	3" Pots	1.50	10.00
RUBRA FL. PL. - double rose.	3" Pots	1.50	10.00
WHIRLWIND - double white flowers.	3" Pots	1.50	10.00

HARDY ASTERS

Foremost Cut-Flower Types

These are the best on the market today. Planted now, they will repay you generously in August and September with full crops of flowers and with a tremendous, colorful show for display.

		Per 10	Per 100
BLUE GOWN - late blue.	2" Pots	2.00	15.00
BLUE CLOUD - soft lavender blue.	2" Pots	2.00	15.00
RED CLOUD - pure, deep pink.	2" Pots	2.00	15.00
BLUE PLUME - rich deep purple.	2" Pots	2.00	15.00
GAYBORDER BLUE - clear blue.	2" Pots	2.00	15.00
GAYBORDER QUEEN - bright pink.	2" Pots	2.00	15.00
GAYBORDER SUPREME - clear rose pink.	2" Pots	2.50	20.00
HILDA BALLARD - beautiful lilac.	2" Pots	2.00	15.00
LITTLE PINK LADY - fine pink.	2" Pots	2.00	15.00
MOUNT EVEREST - Wonderful white.	2" Pots	2.00	15.00
MOUNT RAINIER - pure white.	2" Pots	1.50	10.00
PALMYRA - pure pink.	2" Pots	2.50	20.00
RED ROVER - very near pure red.	2" Pots	2.00	15.00
ROYAL PINK - bright pink.	2" Pots	2.00	15.00
STAR OF EISENACH - dark violet blue.	2" Pots	2.50	20.00
WINCHELL VARIETY - desirable blue.	2" Pots	1.50	10.00
STAR OF WARTBURG - large lilac blue.	2" Pots	1.50	10.00

FRIKARTI - Wonder of Staffa. Lavender-blue flowers 2 to $2\frac{1}{2}$ inches across, excellent for cutting.

Offered at a production special:

Strong 2" Pots, 10 for \$2.00; 100 for \$12.00

BUDDLEIA LEADERS

		Per 10	Per 100
PINK CHARMING - Clear, lavender pink.	2 $\frac{1}{4}$ " Pots	1.75	12.00
DUBONNET - Wine-red, solid spikes.	2 $\frac{1}{4}$ " Pots	1.75	12.00
ORCHID BEAUTY - soft cattleya-orchid.	2 $\frac{1}{4}$ " Pots	2.00	15.00
ROYAL PURPLE - rich glowing purple.	2 $\frac{1}{4}$ " Pots	2.00	15.00

THE FINEST DAISIES

ADMIRAL BYRD - frilled petals.	GRAND MARCONI - double white.
DIENER'S GIANT HYBRIDS	NIPPONICUM - pure white, August.
Strong 2 $\frac{1}{4}$ " Pots,	Per 10, \$2.00; Per 100, \$15.00
MOUNT SHASTA - fully double.	SNOWBALL - large pure white.
Strong 2 $\frac{1}{4}$ " Pots,	Per 10, \$2.50; Per 100, \$20.00

HARDY CHRYSANTHEMUMS

Everyone is a modern beauty, selected by careful consideration of the hundreds making their appearance in recent years. Every one is a real, live number that you should have. Plant them any time to June 15, and these vigorous pot plants will give you complete results this fall.

All Strong 2" Pot Plants

	Per 10	Per 100
AGLOW - deep, bright orange.	1.00	7.00
ALBERT MULLER - soft apricot.	1.00	7.00
ALCONQUIN - bright yellow.	1.50	10.00
BURGUNDY - rich cerise crimson.	1.50	10.00
CLARA CURTIS - deep rose pink.	1.50	10.00
CYDONIA - brilliant orange mahogany.	1.50	10.00
DAHLIA FLOWER - deep, dark red.	2.50	20.00
EARLY WONDER - peach-blossom pink.	3.00	25.00
EMBER - glowing bronze.	1.50	10.00
GERONIMO - double bronze.	1.50	10.00
JE'ELL - deep pink Pompon	2.00	15.00
KING MIDAS - soft yellow.	1.50	10.00
LAVENDER LADY - true lavender.	1.50	10.00
AGNES SELKIRK CLARK (Korean) - bronze-pink to salmon.	2.00	15.00
ASTRID (Korean) - shell pink.	1.00	7.00
EUGENE A. WANDER - golden yellow.	2.50	20.00
LITTLE BOB - bronze-crimson, dwarf grower.	2.00	15.00
MANANTICO - pale rose.	2.00	15.00
MILKY WAY - outstanding white.	2.00	17.00
MRS. PIERRE S. DUPONT III - soft peach.	2.50	20.00
MUSKOGEE - purplish-rose.	1.50	10.00
POHATCONG - pale lavender.	1.50	10.00
PYGMY GOLD - golden yellow.	1.50	10.00
ROSE GLOW - raspberry rose.	1.50	10.00
SEMINOLE - pure white.	1.50	10.00
SENSATION - yellow and scarlet.	1.00	7.00
SEPTEMBER CLOUD - ivory white shaded primrose.	3.00	25.00
SEQUOIA - mellow amber.	1.00	7.00
SILVER TIP - bright carmine, tipped silver.	2.50	20.00
SUNNY BOY - clear yellow.	1.50	10.00
THE CHIEF - bright scarlet and gold.	1.00	7.00
TREASURE TROVE - double yellow.	1.50	10.00

Dean Kay Group

HARDY ANYWHERE - SUMMER FLOWERING

DEAN KAY - rose pink.	2.00	15.00
DEAN LADD - reddish-bronze.	2.50	20.00
MY LADY - orange-yellow.	2.50	20.00
YELLOW DEAN KAY - golden yellow.	2.50	20.00

Cushion Mums

Still growing in Popularity

BRONZE CUSHION - deep bronze turning to coppery yellow.	1.00	7.00
KING CUSHION - brick red.	1.00	7.00
PINK CUSHION - bright pink.	1.00	7.00
WHITE GULL - pure white.	1.00	7.00
YELLOW CUSHION - golden yellow.	1.00	7.00
THE JOSEPH F. MARTIN CO.		
	PAINESVILLE,	OHIO

HARDY CHRYSANTHEMUMS - Cont'd.
All 2" Pots

The New Spoon Mums -

	Per 10	Per 100
GOLDEN SPOON - clear gold tone.	2.50	20.00
JASPER SPOON - bright bronze-red.	2.50	20.00
ORCHID SPOON - clear orchid.	2.50	20.00
ROSE SPOON - shining rose.	2.50	20.00
WHITE SPOON - beautiful white flowers.	1.50	10.00

Northland Daisies

Exciting New Super-Hardy Type

BRUNHILDE, bronze tinged pink.	FREYA, light pink.
IGLOO, large pure white.	KRISTINI, deep rose pink.
RHEINGOLD, yellow bronze.	SIEGFRIED, rich yellow.
	VIKING - burnt orange.

Strong 2" Pot Plants, Per 10, \$1.75; Per 100, \$12.00

DIANTHUS

Popular Named Varieties
All 2" Pots

	Per 10	Per 100
ABBOTSFORD - deep crimson.	1.50	10.00
EXQUISITE, pink petals, mahogany center.	1.50	10.00
FAVORITE - deep rose pink.	1.50	10.00
HER MAJESTY - large, pure white.	1.00	7.00
HIGHLAND QUEEN - scarlet vermillion.	1.00	7.00
PRINCE BISMARCK - clear pink.	1.00	7.00
SILVER MINE - pure white.	2.00	15.00

gypsophila

B R I S T O L F A I R Y

Out of 3" Pots

These are big plants, grafted last fall, thoroughly rested during the winter and are now at a prime point of perfection for planting from this date through to June 15. These have long been a specialty with us - your purchase will be extremely valuable to you - expect a complete crop during this FIRST SEASON.

Strong 3" Pot Plants, Per 10, \$1.50; Per 100, \$12.50

B O D G E R I

Low-growing, richly double white flowers.

Strong 2" Pot Plants, Per 10, \$1.25; Per 100, \$8.00

R O S Y V E I L

Low-growing, very pretty pronounced pink.

Strong 2" Pot Plants, Per 10, \$1.25; Per 100, \$8.00

P R I M U L A S

Three selected for quality, beauty, and the universal demand that they enjoy.

	Per 10	Per 100
VERIS BLUES - variation of blue shades.	2 $\frac{1}{2}$ " Pots	2.00 15.00
WANDA - deep bluish purple.	2 $\frac{1}{2}$ " Pots	2.50 20.00
AURICULA PRIZE FLOWERED GT. HYBRIDS	2 $\frac{1}{2}$ " Pots	1.50 10.00

For complete descriptions of the material offered here, please consult our wholesale perennial catalog.

THE JOSEPH F. MARTIN CO.

PAINESVILLE, OHIO

SELECT PERENNIALS

The varieties which follow are select types, potted last fall, to anticipate your need of finer material for late planting. All are nicely developed, fully pot bound, and will give you perfect results this first season.

			Per 10	Per 100
AJUGA PINK SPIRE - soft pink.	2 $\frac{1}{4}$ " Pots	\$2.00	\$15.00	
ALYSSUM SAXATILE FL.PL. - double yellow.	2 $\frac{1}{2}$ " Pots	2.00	15.00	
ANTHEMIS MOONLIGHT - pale yellow.	2 $\frac{1}{4}$ " Pots	1.75	12.00	
ANTHEMIS TINCT. PERRY'S VAR.-golden yellow.	2 $\frac{1}{2}$ " Pots	1.50	10.00	
ARTEMESIA SILVER KING - gray foliage.	2 $\frac{1}{2}$ " Pots	1.00	7.00	
FUCHSIA MAGELLANICA ALBA - white form.	2 $\frac{1}{4}$ " Pots	1.50	10.00	
GEUM LADY STRATHEDEN - golden yellow.	2 $\frac{1}{4}$ " Pots	1.00	7.00	
GEUM MRS. BRADSHAW - fiery red.	2 $\frac{1}{4}$ " Pots	1.00	7.00	
HEDERA GRACILIS - small leaf Ivy.	2 $\frac{1}{4}$ " Pots	1.00	7.00	
HELENIUM RIVERTON GEM - old gold and terra cotta.	2 $\frac{1}{4}$ "	1.25	8.00	
HELIANTHUS CORONATION - rich yellow.	2 $\frac{1}{2}$ " Pots	2.00	15.00	
HELIANTHUS LODDON GOLD - bright yellow.	2 $\frac{1}{2}$ " Pots	2.00	15.00	
HEUCHERA MATIN BELLS - carmine rose.	2 $\frac{1}{2}$ " Pots	2.50	20.00	
HEUCHERA PINK PEARL - deep old rose.	2 $\frac{1}{2}$ " Pots	2.00	15.00	
HEUCHERA SANGUINEA - bright scarlet crimson.	2 $\frac{1}{2}$ " Pots	1.50	10.00	
IBERIS LITTLE GEM - dwarf pure white.	2" Pots	1.50	10.00	
IBERIS SEMPERVIRENS - very dwarf,white.	2" Pots	1.00	7.00	
LINTRIS SEPTEMBER GLORY - purple flowers.	2 $\frac{1}{2}$ " Pots	1.50	10.00	
LYCHNIS VISCARIA FL.PL. - vermillion red.	2 $\frac{1}{4}$ " Pots	1.00	7.00	
OENOTHERA YELLOW RIVER - desirable yellow.	2 $\frac{1}{4}$ " Pots	3.00	25.00	
PENSTEMON GARNET - rich garnet color.	2 $\frac{1}{4}$ " Pots	1.75	12.00	
SANTOLINA VIRIDIS - white flowers.	2 $\frac{1}{4}$ " Pots	1.00	7.00	
ROSA ROULETTI IMP. - pleasing rose pink.	3" Pots	1.50	10.00	
SCABIOSA CAUCASICA BLUE - lavender blue.	2 $\frac{1}{2}$ " Pots.	1.50	10.00	
PIGGY BACK PLANT - attractive house plant, a real good item for florists.	2 $\frac{1}{4}$ " Pots	1.75	12.00	
VERBASCUM PINK DOMINO - lovely rose-pink.	2 $\frac{1}{2}$ " Pots	2.00	15.00	
VERONICA BLUE SPIRE - deep blue.	2" Pots	1.75	12.00	
VERONICA LONGIFOLIA SUBSESSILIS - deep blue.	2" Pots	1.25	8.00	
VIOLA LAVENDER GLORY - pleasing lavender.	2" Pots	1.50	10.00	

VIOLETS

A timely presentation of those that are new - proven fine.

DOUBLE RUSSIAN - double blue flowers.	2 $\frac{1}{4}$ " Pots.	1.75	12.00
FREY'S FRAGRANT - rich purple.	2 $\frac{1}{4}$ " Pots.	1.50	10.00
PILKINGTON - dark purple.	2 $\frac{1}{4}$ " Pots.	2.00	15.00

For complete descriptions, please see our wholesale catalog.

THE JOSEPH F. MARTIN CO.

PRINESVILLE, OHIO

27 JULY 1944
ONE DAY OF BATTLE